



## **Descriptive Title of The Invention**

An instore and remote-hosted solution for Retail Promotion Optimization using moveable "devices" having components such as price checkers, printers, and controllers.

**I hereby incorporate by reference (1) Provisional Application Title:**

**Scansave 60/463,438 filed on April 17<sup>th</sup> 2003, and (2) Provisional Application Title: mopods 60/534,991 filed on Jan. 9<sup>th</sup> 2004.**

**The following Patents are listed as reference:**

"Microsoft" 6,061,692	"Catalina" 6,424,949
"Copient" 20040064368	"Catalina" 6,584,448
"Catalina" 6,282,516	"Catalina" 6,684,195
"Retail Multimedia Corp" 5,918,211	"NCR" 6,502,076
"Specialty Equipment Co. Inc." 4,738,042	"Catalina" 6,484,146
"Ad Response MicroMarketing Corp" 6,076,068	"NCR" 6,334,110
"Catalina" 5,173,851	"Micro Enhancement Int" 5,857,175
"Catalina" 5,832,457	"IBM" 6,505,773
"Catalina" 6,307,958	"Catalina" 6,377,935
"Catalina" 6,321,210	"SoftCard Systems Inc." 6,354,492
"Catalina" 6,334,108	"Matthias; John T." 6,151,587
"Catalina" 6,377,935	"OneClip.com Inc." 6,076,069



"OneClip.com" 6,041,309

Chumbley; Gregory R. 5,535,118

"Digital Broadband Applications Corp." 5,946,646

"Totom Enterprises, Inc." 5,097,981

"Smolen; Daniel T." 5,915,243

"Gempsy France" D486,827

"Gregory; Edward M." 5,909,673

"NCR Corp" D480,397

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"NCR Corp" 6,621,407

"The Standard Registry Co." 6,691,915

"NCR Corp" 6,430,704

"Symbol Technologies Inc." 6,616,049

"NCR Corp" 6,415,263

"InfoSpace, Inc." 6,237,145

"NCR Corp" 5,710,416

"Intel Corp." 6,075,971

"NCR Corp" 6,043,751

"SoftCard Systems, Inc." 6,012,038

" Lin, Ching-Fang; " 20020131405

"Ad Response MicroMarketing Corp" 5,882,735

"Alexander, Bruce; Bahneman, Liem" 20020075307

"Environmental Products Corp" 5,557,721

### **Statement Regarding Fed sponsored R&D**

The Applicant has not received any Federal sponsored R&D funding

### **Reference to sequence listing, a table or a computer program listing**

### **appendix**

7 Drawings included



## **Brief Summary of the Invention**

The present invention is a Retail Promotion Optimization solution that uses hardware such as price checkers and printers to deliver targeted text, graphics, messages and/or coupons, based on a scanned input or a button push

The solution is non-interactive in so far as it does not include a menuing system, nor is it content-rich; rather it is a system to deliver targeted offers, slide shows, information, and coupons to Shoppers where they make their decision to buy.

Specifically, in its primary embodiment, moveable "device"s are positioned at various locations within a Retail store commonly called a Point of Decision Fig. 3 (56), these locations being for example, the door entry, the end of a merchandise aisle, commonly called an "end-cap" for those familiar in this business, merchandise shelves, outside displays and customer service desks. Then, the present invention takes the scan of a barcode as a data input, or a button push, then outputs text, graphics, messages and/or coupons for use on the Shopper's current visit.